

NEW NIELSEN SUMMARY PERFORMANCE - JANUARY 1991

INDUSTRY

The industry recorded the third consecutive month of below average volume losses, with January down -0.9%, less than anticipated. It appears only Regions 1 and 5 may have been significantly impacted by the F.E.T. The Price Value segment with a 6.2 share increase vs. last year is currently ahead of last year's growth rate. American, Brown & Williamson and Philip Morris are the manufacturers driving this growth.

TOTAL PM-USA

PM-USA's volume and share advanced 0.9% and 0.7 respectively, but has slowed following a strong November and December. This is primarily due to accelerated weakness in Marlboro.

PM-USA BRANDS

- Marlboro's volume was down 3.7% with a 0.7 share decline vs. year ago. This is the fifth consecutive month of Marlboro's volume declines vs. last year, with losses concentrated primarily in the Red and Lights Soft packings. Marlboro's share declines are geographically broad based with particular weakness in Regions 1 and 5. In addition, Marlboro is experiencing weakening share performance in all trade classes with convenience exhibiting the most pronounced decline.
- Benson & Hedges and Virginia Slims share performance for January has remained about the same as current trend. However, Merit recorded a substantial share decline vs. last month (-0.1).
- Cambridge reported a 5.7% increase in volume vs. last year, its best performance since September 1990.
- Bristol (+0.07), FVB (+0.09) and Bucks (+0.02) continue to record share improvements from the previous month.

COMPETITIVE ACTIVITY

- R.J. Reynolds continues to report the largest volume and share declines in the industry. However, Doral (+0.13) and Camel Filters (+0.05) reported share gains vs. last month.
- All of the other companies with the exception of Lorillard reported strong volume and share performances vs. last month. Lorillard's weakness appears to be in Region 1. Liggett's performance, while overstated due to Black & White Nielsen audit issues, nevertheless, demonstrated share improvements in Pyramid, while American's growth came largely from gains in Montclair and Misty.

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